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Winter Rhubarb Growing

The Greatest Money Crop in California

**\$2,000 per Acre Can Be Made Where
Conditions Are Favorable**

**The Pioneer Fruit Co. of Sacramento, Cal.
Shipped East During March and
April 150,000 Boxes**

**Expect to Begin Shipments in November, This Year, and Ship
Double the Above, if Obtainable**

Dear Sir:

In reply to your query pertaining to Rhubarb, I beg to say: Our third edition of "Rhubarb for Profit," comprising 7000 copies, due to unprecedented inquiry for same, is exhausted. This booklet is so fully appreciated by the public we have decided to make another issue of same in the near future, revised and down-to-date.

We have entered your name on our mailing list and as soon as the new edition is off the press, will mail you a copy of same.

In the meantime, we mail you this circular, which covers the main points pertaining to culture of Rhubarb, and wish to say, if your land and climatic conditions are favorable, there is nothing you can plant that has paid or will pay so well. Others as well as ourselves have harvested crops up to \$2000 per acre per annum. You can do equally as well.

Note prices on our Giants and Giant Seedling. These have cost in the past as high as \$5.000 per plant. We have now over 20 acres planted to these. Our land is all occupied, hence we are making special low price to move surplus plants. They are going rapidly at these figures and probably will never be cheaper, hence do not delay, but plant at once. They should more than pay for themselves in one year; this cannot be said of any other plant or tree you can put in.

If you cannot afford the Improved Giant divisions, plant Giant Seedling. They cost no more than common plants and are hardy anywhere, and twice as productive as any of the common sorts.

Very truly,
J. B. WAGNER,
Pasadena, Cal.

Residence and Nurseries—On southwest corner Villa street and Sierra Bonita avenue. Take Lamanda Park car, get off at Sierra Bonita avenue, go north to Villa street, or take North Loop car, get off at Sierra Bonita, go south to Villa.

CRIMSON WINTER RHUBARB

Mr. Burbank says, one of the most surprising facts which the careful observer notes is the great length of time required to familiarize growers of both fruits and vegetables, with any new, epoch-making introduction.

CRIMSON WINTER RHUBARB, introduced in 1900, received the same slow recognition, though it proved all and more than was claimed for it. No vegetable ever introduced has proved so profitable.

Rhubarb is the first vegetable we have from the ground in spring. It has a host of friends who fully appreciate its merits, while those who have land and do not grow it are losing one of Nature's choicest and healthiest vegetables. It is the easiest plant to grow of all the perennials. A bed once established will last for 15 or 20 years. A half dozen plants will supply a large family during the season, which with **Winter Rhubarb** is 52 weeks each year. (Common sorts, 12 weeks.)

The great value of Rhubarb as a vegetable lies mainly in its earliness. A vast amount of time and labor has been spent in efforts to originate a variety producing stalks even a few days in advance of other early sorts. These efforts have met with fullest reward, as **Winter Rhubarb** will produce marketable stalks fully six months earlier than any other sort after planting.

WINTER RHUBARB starts to grow vigorously by October and produces stalks continually until after common varieties make their first appearance, some six months later. If kept moist it produces stalks abundantly at all seasons; it is, in fact, absolutely perpetual. Mr. Burbank considers this the greatest and most valuable plant ever introduced.

Stalks are of medium size, averaging 12 and 18 inches in length, about one inch in diameter, of a beautiful color.

In quality it is simply superb, fully equal to the finest berries for sauce and pies, having none of the earthy flavor so noticeable in ordinary sorts; it is really a combination of fruit and vegetable at its best, when such things are unobtainable at any price. The skin is so thin and tender it is not necessary to remove it. The flavor is sprightly and refreshing, combining that of the Raspberry and Strawberry, but greatly superior to either as a cooked fruit.

Its fixed habit of winter growth makes it especially adapted to growing in greenhouses or under glass for winter use in cold climates; all that is necessary is to keep the temperature above freezing point.

Burbank says, for growing in California for shipping East, it has proven to be more profitable than anything the soil produces. To this I heartily agree.

Early recognizing its wonderful future, I procured in the fall of 1901, 100 plants from Burbank. Later, finding it was more than Burbank claimed, and demand for seed and plants, both home and abroad, was greater than I was able to supply from these plants, in the fall of 1902, I got another 1000 from Burbank. For these I paid fancy prices; but, recognizing the advantages to be derived from having pure stock for propagating purposes, I considered them cheap at any price, and one of the best investments I ever made. Planters will do well to note these facts, as seedlings once or twice removed from original stocks are apt to be very disappointing, owing to its tendency to deteriorate in quality. As a money-maker it has proven way ahead of my most sanguine expectations.

We especially invite intending planters to call and see for themselves what can be done. One irrigating is ample during summer. However, one must be governed by soil and climatic conditions. A thorough irrigating in September or early in October stimulates it to fullest capacity during winter months when it is in great demand, prices at this time ranging from 5c to 10c per pound on the coast, and 7c to 20c per pound in large Eastern centers, to which point it can be cheaply and economically shipped either in full car lots or with a mixed car of fruit or vegetables such as are daily going forward from our vegetable growing districts at that season of year.

Los Angeles has become a good market; they now use about ten cars per week during late spring and winter. No doubt it will be some time before we will be able to supply home demand, while the demand in the East will probably never be supplied owing to the fact that the area where **Winter Rhubarb** can be successfully grown is limited.

While in the East I visited the leading market sections in 33 States, Canada and Mexico. A surprising fact I noticed: In July and August, when all other fruits and vegetables were abundant, Rhubarb was handled in car-load lots at from 2c to 3½c per lb., and sold readily earlier in the season at from 5c to 15c per pound. Every grower I talked with claimed to realize from \$500 to \$1000 per acre on Rhubarb. It is now grown in large fields where a few years ago it was only grown in small patches. Growers and dealers assured me that if we could grow it in winter the market would be unlimited and prices high.

It is said to be a cross of Early Australian Crimson on our wild desert Rhubarb of California, from whence it gets its winter habit of growth. The root has the appearance of a long, tapering parsnip, similar to wild Rhubarb, usually from 3 to 6 feet long; a deep feeder. It is almost impossible to successfully divide the crowns, as is commonly done with common sorts, the reason being it is always full of sap, and a tendency to decay when divided.

Best results are obtained from medium size plants. These are the only sort we recommend and sell, as old divided crowns are almost worthless. NEVER PLANT SEED OR SEEDLINGS FROM ANY OTHER THAN ORIGINAL STOCK. It seems to deteriorate rapidly when far removed. To produce best results, one must keep all seed stems cut off at all times, as it has a great tendency to seed.

With due care it can be successfully transplanted at any time of year except in excessive hot sections.

At present demand for reliable plants is greater than the supply, owing to the fact that it is very hard to propagate. It will be some time before this will be equalized.

Plant 1½ by 5 feet. Recent experience indicates this is best distance to plant; 1½x5 feet requires 5,800 per acre. By planting close in row it causes stems to grow longer and more tender and in no way is injurious while more and redder stems are produced from same area. Also the dense foliage protects stems from frost during winter and shades the ground during hot weather.

Rhubarb is as easily and cheaply gathered as apricots or peaches; hence at same rate per ton is a much better paying proposition, even the first year, than any deciduous orchard when in its prime. It delights in any good vegetable soil that produces good crops of onions, sweet potatoes, melons, etc. Excessive heat seems to have no ill effect on it once it is established, if properly cared for.

Plants should be set same depth as they originally grew, watered immediately, followed in a couple of days with another irrigation, then keep soil in well-tilled and moist condition. Irrigate as often as is necessary to keep from drying out.

A liberal use of manure, thoroughly mixed with the soil, is greatly beneficial and sure to repay many fold for trouble and money invested. Repeat application every two years. Barn-yard manure, blood-fertilizer or nitrate of soda preferred; apply nitrate in October and January, 300 lbs. per acre, if barn-yard manure is unobtainable.

As a beverage it is especially refreshing. Cut into small pieces, sprinkle with ginger, cover with boiling water and permit to stand without cooking till cool. Use a cupful to a quart of water. It is also claimed to make one of the finest grades of light wines. There is no waste to it—all tenderness. The canneries use it without stringing, simply cut into suitable pieces for cooking.

It requires about one-third less sugar for sauce and pies than ordinary sorts. It makes fine dessert when baked. Bake slowly in earthen dish, sprinkle lightly with sugar, and just cover with water. For making jelly it is unsurpassed; it is superior to Loquat or Roselle.

Rhubarb has great medicinal value. It is found in every drug store throughout the land. Grow it yourself and get a better article. No family can afford to be without it as it saves many a doctor bill by keeping the system in order.

A temperature of 15 degrees will not injure plants but is apt to injure the crop then ready to gather by causing it to become pithy, unless gathered immediately.

The plants we now offer are best size for successful planting and will produce a good crop of marketable stems within six months.

We do not book and hold orders for future delivery unless at least one-third purchase price accompanies order. We are confident that parties who plant now will reap a golden harvest and be assured of quick returns. Average yield about 10 to 15 tons per acre, according to conditions, care, etc. A thorough investigation is earnestly desired. It will convince anyone of the claims above made. It does not thrive in shade of large trees, but does well in young orchards. We now offer these in two grades and the best plants ever offered on the coast, field grown and sure to give satisfaction. Price within reach of all.

BURBANK'S GIANT WINTER, (NEW)

Introduced for the First Time from His Grounds at Santa Rosa in 1907.

This Giant Rhubarb is just like the common Crimson Winter except it produces stems fully twice as large, and does not tend to seed so readily. It produces leaves of enormous size, often measuring three to four feet across. In speaking of this, when I was at Burbank's home in Santa Rosa, he said it was a sport from the common Crimson Winter and will not come true from seed, the seedlings reverting back to the original type; hence is increased only by subdivision of the roots. This makes it exceedingly hard to propagate, hence will make it scarce and high priced for years to come. Those who plant now will reap a golden harvest. I predict, and believe, that in three to five years hence the plants will command a greater price than we are now offering them at. The supply cannot possibly equal the demand, once its superior merits are known. Its great stalks are produced in abundance the year round, fine crimson in color, tender and highly flavored like a berry. In speaking with Mr. Burbank of this, he says it is of inestimable value, and under same conditions will produce stems fully three times as large as common Crimson Winter from which it is a sport. He considers this the most valuable introduction he has ever offered, and says anyone having the soil suitable for rhubarb culture, who does not plant all he is able to secure of this, is surely making the greatest kind of mistake. To fully appreciate the above opinion as expressed by one of Mr. Burbank's standing, you must bear in mind he has a world-wide reputation at stake, and no plants to sell; hence, if it was not worthy of high recommendation he would not endorse it so highly. He sold the entire stock of these to Mr. J. L. Childs, the seedsman, of Floral Park, N. Y. We have secured the entire stock of this variety from Mr. Childs and are propagating it on our grounds in Pasadena.

Plant in any good deep vegetable soil and keep thoroughly cultivated and irrigated as often as necessary. From what we have seen of this wonderful plant we can but endorse what Burbank says of it, and advise planting extensively at once, as it is bound to prove a money maker.

Wagner's Giant Amber (new). It is a cross of Burbank's Crimson Winter and the well-known variety, Golden Syrup, a variety I got from the East several years ago. The chief claim of the Golden Syrup Rhubarb to its popularity was, as its name implies, due to the beautiful rich orange or lemon colored sauce it made, so unlike the usual greenishness so common with most of the old style Rhubarbs. It was supposed to be a cross on the yellow dock, from whence it got its color.

In making this cross of Crimson Winter on Golden Syrup I was, to say the least, exceedingly fortunate, as I was able to retain the color of the Golden Syrup to a great extent and add the winter habit, together with the fine flavor of the Crimson Winter, thus producing a variety which is a true winter grower and with flavor as fine as best Crimson Winter and the stems when cooked making a sauce almost the color of ripe apricots, which is preferred by many to even the Crimson color. The flavor is identical; occasionally a stem has a little trace of red on it. This seldom appears in the sauce when cooked; should it do so it can easily be remedied by cutting end of stem off and removing a little of the skin at lower end of stem, otherwise do not skin or peel, as it is not necessary. As to the general description, it is the same as Burbank's Giant Winter Rhubarb, stems the same size, and it does not seed readily like common winter rhubarb. Altogether it is certainly worthy of a place on the table along with our choicest fruits and vegetables. One having a dish of this to set before their guests will have something to be proud of. I have gathered from this sort in 11 months from planting at rate of over 30 tons per acre.

Wagner's Giant Crimson Winter originated on my own grounds in 1904. A hybrid, being a cross on the common Crimson Winter (from whence it gets its winter habit of growth) and the Australian Crimson (called Lorenzo and Strawberry) from whence it gets its immense width of stem. The Crimson Winter is noted for length, and Lorenzo for shortness and thickness of stem. In this cross I have been able to combine these two qualities which have resulted in producing a true winter grower of enormous size; stems often weighing 1½ lbs. each. I have picked at one time from a single plant sixty full-grown stems that weighed 30 pounds, or one-half pound per stem. This variety has all the good qualities of the Crimson Winter; does not run much to seed—they must be propagated by subdividing the crowns. This is a slow, tedious task, hence prices of this sort will always remain high. By careful, intelligent handling these can be subdivided every second year into about 10 plants each. Parties who get plants now will surely reap a rich harvest as it is taking the place on the market now occupied by other sorts. The stems are as tender as any known plant, do not have to be peeled, are not coarse or stringy, cook readily, are of good color but not so red or hard and stringy as the common Crimson Winter. The plant grows vigorously at all seasons of the year, but is at its best from October to June. The average size of stem is about 1½ feet, and the weight ½ pound. This variety is about twice the size of Burbank's Giant Winter and four times the size of the smaller sorts of Rhubarb. In 1907 a representative sent from the Department of Agriculture at Washington, in looking over my work, said he had never seen anything to equal it in the way of Rhubarb. He also stated that he believed he had seen Rhubarb growing in every country in the world where it could be grown. Coming from this source, I consider this a great recommendation. About this time one of the leading seedsmen and nurserymen in the East was at my place. He offered me \$3000 for the plants I then had, just sixty, or \$50 each. In August, 1907, I refused \$100 for a single plant. I had not intended to sell any of these plants until I had my entire place set out with them, which I now have—about 20 acres in all. Can now supply plants at reasonable price.

Wagner Giant Seedling, being grown from seed from our famous Giant, yields up to 20 tons per acre, offered now for the first time. It is a strong, rapid grower and very much more productive than the Common Crimson Winter, unequalled except by our high-priced improved Winter variety. It comes on soon after planting and unless the ground is frozen it keeps on growing constantly. Stems proving two to three times as large as the Common Crimson Winter, being hardy in any climate, will grow and yield handsome returns where the Common Crimson Winter varieties would be a failure. It is unsurpassed in either flavor, texture, size or hardness, except by our improved Giant strains grown from subdivisions. The price of this is the same as the Common Crimson Winter, yields much heavier than any of the old-time sorts, and is much more profitable. To parties who feel that they cannot afford to invest in the high-priced Giant strains we strongly recommend this in preference to the Common Crimson Winter, will prove a great money maker. These the same as any other plant grown from seed, have some variation in size, color, etc., but none the less, much more valuable than the Common Burbank's Crimson Winter.

While we make a specialty of growing **Winter Rhubarb** for both plants and stems for market and recommend it where it can be successfully grown, we also grow for our planting trade the following well-known varieties:

IMPROVED STRAWBERRY (OR LORENZO), being one best adapted to the coast sections and extensively grown in Rhubarb sections around Gardena, San Lorenzo, and other points where the common sorts are grown extensively for market and shipment; size of stalk medium; tender, pale crimson, delicious flavor.

LINNEAUS—Early, large tender, fine flavor, requiring very little sugar, earlier and more profitable than Victoria, grown very extensively in East and Northern sections.

VICTORIA—One of the old standards, grown extensively in England and parts of the United States; a favorite with many. Stalks large, pale green splashed with red; flavor fine; not a long season cropper and in hotter sections very short-lived and uncertain to give satisfaction, nor nearly so prolific as Linneaus and Lorenzo. We do not recommend large planting of this variety, especially on the Pacific coast.

We have aimed in above brief treatise to answer all of leading questions commonly asked by intending purchasers. In case there is any further information regarding soil or other conditions desired on the subject, write us and we will be pleased to answer. We also carry one of the largest assortments of Berry plants and spineless cactus to be found in the State, as well as walnut trees, all sorts. Price list of these is here attached. Kindly give same careful attention and submit a list of your wants.

GENERAL PRICE LIST

Crimson Winter and Wagner's Giant Seedling—First size, 25c each, \$1.50 per doz., \$7.00 per 100, \$30.00 per 1000; second size, 15c each, \$1.00 doz., \$4.00 per 100, \$20.00 per 1000; 5000 at \$17.50 per 1000.

Strawberry (or Lorenzo) Linneaus, Victoria and Mammoth—Medium size, 15c each, \$1.00 per doz., \$4.00 per 100, \$20.00 per 1000. Special price on large orders.

Burbank Giant Winter—35c each, \$2.00 per dozen, \$10.00 per 100, \$75.00 per 1000. Special price in large lots.

Wagner's Giant Crimson Winter, and Giant Amber Winter—35c each, \$3.00 per doz., \$15.00 per 100; \$100.00 per 1000.

Wagner Giant Rhubarb seed, \$12.00 per lb., \$7.000 per ½ lb., \$4.00 per ¼ lb.

| BLACKBERRIES. | | | | |
|----------------------|--------|--------|--------|---------|
| | Each. | Doz. | 100 | 1000 |
| Lawton's Early | \$0.05 | \$0.50 | \$2.00 | \$15.00 |
| Crandall's Early | .05 | .50 | 2.00 | 15.00 |
| Mammoth | .05 | .75 | 3.00 | 20.00 |
| Himalaya | .05 | .50 | 2.00 | 15.00 |
| Iceberg | .10 | .75 | 3.00 | |

| DEWBERRIES. | | | | |
|---------------------------|--------|--------|--------|---------|
| | Each. | Doz. | 100 | 1000 |
| Lucretia (best late sort) | \$0.05 | \$0.50 | \$2.00 | \$15.00 |
| Premo (good early) | .05 | .50 | 2.00 | 15.00 |
| Austin (good early) | .05 | .50 | 2.00 | 15.00 |
| Gardena (best early sort) | .05 | .50 | 2.00 | 15.00 |
| Logan | .05 | .50 | 2.00 | 15.00 |
| Phenomenal | .10 | 1.00 | 4.00 | 25.00 |

| RASPBERRIES. | | | | |
|--|--------|--------|--------|---------|
| | Each. | Doz. | 100 | 1000 |
| Cuthbert (Red) | \$0.05 | \$0.50 | \$2.00 | \$15.00 |
| Superlative (Red) | .10 | .75 | 3.00 | 20.00 |
| St. Regis (Red) | .10 | .75 | 3.00 | 20.00 |
| California Surprise (Red) (the best Red) | .05 | .50 | 2.00 | 15.00 |
| Golden Queen (Yellow) | .10 | 1.00 | 4.00 | |
| Cardinal (Red) | .10 | 1.00 | 4.00 | |
| Gregg (Blackcap) | .10 | 1.00 | 4.00 | |
| Kansas (Blackcap) | .10 | 1.00 | 4.00 | |
| Souhegan (Blackcap) | .10 | 1.00 | 4.00 | |
| Plum Farmer (Blackcap) | .10 | 1.00 | 4.00 | |

| STRAWBERRIES. | | | | |
|------------------------------------|--------|--------|--------|---------|
| | Each. | Doz. | 100 | 1000 |
| Brandywine, Excelsior and Klondike | \$0.05 | \$0.20 | \$1.00 | \$ 5.00 |
| Patagonia (new) | .10 | .75 | 3.00 | 20.00 |

These are universal favorites.

| GUAVAS. | | | | |
|---------------------|--------|--------|---------|-------|
| | Each. | Doz. | 100 | 1000 |
| Strawberry (Red) | \$0.25 | \$2.00 | \$10.00 | |
| Strawberry (Yellow) | .25 | 2.00 | 15.00 | |
| Lemon | .25 | 2.00 | | |

VEGETABLE PLANTS.

Asparagus—Palmetto, Conover's Colossal, Columbian White, Bonvolette, Giant, Giant Argenteuil. Per doz., 20c; per 100, \$1.00; per 1000, \$5.00.

| | Each. | Doz. | 100 | 1000 |
|--|--------|-------------|-----------------|---------|
| Horseradish, European | \$0.05 | \$0.50 | \$2.00 | \$10.00 |
| Horseradish, Common Sort | .05 | .25 | 1.50 | 10.00 |
| Artichoke, Large French Green Globe divisions | .10 | 1.00 | 5.00 | 30.00 |
| Rooted Lippia for Lawns | | 50c per 100 | \$4.00 per 1000 | |

SPINELESS CACTUS.

We can supply plants in quantities and price sufficient to justify large plantings, and I predict that ten years hence it will be found in immense fields in our stock-growing sections. Up to the present time it was impossible to supply plants in quantities, hence no large fields. It is the easiest of all forage plants to grow.

Prices of our best and most valuable reasonably priced fruit and stock food sorts of the Anacantha strains; 10 cents each, \$1.00 per dozen, \$5.00 per hundred, \$20.00 per thousand, 10,000 or over \$15.00 per 1000.

This is the hardest and most productive of all spineless sorts and is the only one we are planting on our Arizona stock farm where it has proven hardy where ground freezes quite hard. We intend to plant 800 acres of this sort.

The price of Burbank's more recent introductions vary according to kind, from 25c to \$5.00 each; hence are too high-priced for large plantings.

We can supply collections of these new sorts of his: 10 valuable new forage and fruiting sorts for \$2.00. Collections of 20 of his valuable new forage and fruiting sorts for \$4.00, or I can supply an assortment of 10 of the more common sorts of the Spineless for \$1.50; 20 sorts for \$2.50.

MISCELLANEOUS FRUITS.

Eugenia Pitanga. Each, 50c; per doz., \$5.00.

Avocado. One-year seedlings, each, 25c; per doz., \$2.50; per 100, \$20.00. Budded or grafted, \$1.00 to \$5.00 each, according to size and variety. Balled, 10c extra.

White Sapote. Each, 75c.

Cherimoya (small trees). Each, 25c; per doz., \$2.00. Larger size, 50c and 75c each.

Loquat. Each, 25c; per doz., \$2.50; per 100, \$15.00.

Chinese Climbing Plum. Each, 15c; per doz., \$1.00; per 100, \$7.00.

Yang Tao. Each, 50c; per doz., \$5.00.

Feijoa Sellowiana. Each, 25c; per doz., \$2.00; per 100, \$10.00.

Currants (Red Dutch, White Dutch, White Grape, Fay's Prolific, Lee's Prolific, Perfection Cherry, Black Naples, Victoria). Each, 15c; per doz., \$1.00; 100, \$7.00.

Gooseberry (Downing, Houghton, Josselyn, Oregon Champion). Each 15c; per doz., \$1.00; per 100, \$7.00.

WALNUTS.

Giant Black Trees. Each, 25c; 10 \$2.00; 100 \$17.50.

Giant Black Nuts for Seed. Each, 5c; 10, 50c; 100, \$2.00.

Giant Black Grafting Wood. 25c per ft.; 100 ft. \$4.00.

Same as Giant Santa Barbara Soft Shell. Each, 25c; 10, \$2.00; 100, \$17.50.

Santa Barbara Soft Shell Grafted on Black. Each, 35c; 10, \$3.00; 100, \$25.00.

Japanese Sieboldii. Each, 25c; 10, \$2.00.

Eastern Black. Each, 50c; 10, \$3.50; 100, \$25.00.

California Black. Each, 25c; 10, \$2.00; 100, \$10.00.

SUGGESTIONS OF VALUE.

To have a constant crop of Blackberries, plant in order named: Mammoth, Crandall and Himalaya.

Dewberries—Gardena, Lucretia or Premo.

Logan and Phenomenal berries always welcome.

Raspberries—Surprise gives constant crop. None better. Yellow Raspberry is a delight to all. Try a few Black Caps if you can keep ground moist.

Patagonia Strawberry is a new one. Leave the selection of the strawberries with us, if undecided.

Don't fail to plant a Cherimoya, a Feijoa Sellowiana or a Chinese Climbing Plum. No garden is complete without them. Of course you will put out an Asparagus bed, some Horseradish, Rhubarb, and be the first in your section to have a few Spineless Cactus for show and poultry feed.

Don't forget the Walnuts for nuts and shade. Especially Wagner's Giant for shade. It makes a tree in 10 years 2 to 3 feet in diameter. Plant it for lumber, shade or wood. No hard wood tree on earth grows as rapidly. Hardy anywhere.

TO INTENDING PURCHASERS.

We have nothing to offer except herein listed.

Things to Observe, Read and Study.

Six at dozen rate, 50 at 100 rate, 500 at 1000 rate, on everything listed in this catalogue.